**Implementation Of Green Economy On Development Of SMEs In Sidoarjo District**

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**Abstract**

ABSTRACT : Sidoarjo is a district that has more than 15,000 SMEs spread across 18 districts. Sidoarjo in addition known as the city and the shrimp paste, also has other superior products that sustain the economy of Java east and Indonesia. Each development industry has positive and negative impacts. Positive impact is to improve the welfare of the people and its negative impact is caused environmental pollution The purpose of this study is would like to know whether development of SMEs in Sidoarjo district based on Green Economy. This study uses qualitative approach because of the nature of qualitative data collected patterned, not manipulative, more detailed and with seeing the actual problem and research objectives. The result of this showed that development of some SMEs in Sidoarjo district base on green-based economy, however, to maintain sustainability of the environment it is necessary to socialization and coaching to SMEs about Green Economy

**Komentar**

UKM memiliki peran penting dalam menggerakkan perekonomian nasional, UKM harus dikembangkan agar menyerap perkembangan konsumen terhadap suatu produk tertentu. Saat ini masyarakat modern lebih memilih produk yang ramah lingkungan, hal ini ada seiring dengan semakin tumbuhnya kesadaran masyarakat terhadap kelestarian lingkungan yang saat ini kerusakannya sudah sangat parah.

Gerakan penyelamatan lingkungan ini merupakan wujud dari kesadaran masyarakat untuk melestarikan lingkungan yang saat ini sudah semakin parah bahkan sudah menyebabkan semakinkacaunya pola cuaca di bumi.

Salah satu hal yang disebut-sebut sebagai penyebab kerusakan lingkungan adalah kegiatan industri yang mengeksploitasi sumber daya alam tanpa upaya-upaya untuk memperbaiki kerusakan alam yang teradi dan pembuangan limbah industri adalah sebagian dari proses produksi yang tidak memperhatikan efek buruk bagi lingkungan.

Karena faktor-faktor itulah maka masyarakat modern cenderung memilih produk yang ramah lingkungan dalamkegiatan konsumsinya sehingga dengan sendirinya unit usaha suka atau tidak suka harus membuat produk yang ramah lingkungan apabila tidak ingin kehilangan omset penjualaannya demukian juga dengan unit usaha yang tergolong kedalamusaha kecil menengah.

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